



MINUTES OF THE REGULAR MEETING  
OF THE PLANNING COMMISSION  
CITY COMMISSION CHAMBERS, CITY HALL  
THURSDAY, AUGUST 21, 2014, 4:30 P.M.

The Planning Commission of the City of Leesburg held its regular meeting Thursday, August 21, 2014, in the Commission Chambers at City Hall. Chairman James Argento called the meeting to order at 4:30 p.m. The following Commission members were present:

James Argento  
Clell Coleman  
Donald Lukich  
Frazier J. Marshall  
Charles Townsend  
Agnes Berry  
Ted Bowersox

City staff that was present included Bill Wiley, Community Development Director, Dan Miller, Senior Planner, and Dianne Pacewicz, Administrative Assistant II. City Attorney Fred Morrison was also present.

The meeting opened with an invocation given by Chairman Frazier J. Marshall and the Pledge of Allegiance to the Flag.

Bill Wiley, Community Development Director, informed the audience of the rules of participation and the need to sign the speaker's registry. He also informed Commissioners and the audience of the City Commission meeting dates tentatively scheduled.

Dianne Pacewicz swore in staff as well as anyone wishing to speak.

**MINUTES OF PLANNING & ZONING COMMISSION MEETING FOR JUNE 19, 2014.**

**Commissioner Donald Lukich moved to APPROVE the minutes from the JUNE 19, 2014 meeting. Commissioner Frazier J. Marshall SECONDED the motion, which was PASSED by a vote of 6 to 0.**

**NEW BUSINESS**

**1. PUBLIC HEARING CASE # AMDT-14-142 – SIGN CODE CHANGES TO PERMIT COMMERCIAL ADVERTISING – LDC AMENDMENT**

AN ORDINANCE AMENDING THE CODE OF ORDINANCES OF THE CITY OF LEESBURG, CHAPTER 25 ARTICLE VI - SIGN REGULATIONS BY REVISING SECTION 25-424 - PERMITTED SIGNS (F) MISCELLANEOUS SIGNAGE SUBSECTION (14) TO PROVIDE FOR COMMERCIAL ADVERTISING ON GOVERNMENT ENTITY SIGNS; REPEALING CONFLICTING ORDINANCES; PROVIDING A SAVINGS CLAUSE; AND PROVIDING AN EFFECTIVE DATE. **(CITY COMMISSION DATES - 1<sup>ST</sup> READING ON SEPTEMBER 8<sup>TH</sup>, 2014 AND A 2<sup>ND</sup> READING ON SEPTEMBER 22<sup>ND</sup>, 2014).**

Bill Wiley entered the exhibits into the record. Dan Miller presented the overhead exhibits. The exhibit

items included the staff summary, departmental review summary, staff recommendations, general location/aerial map, land use and zoning maps, wetlands and flood zone map, site photos, and conceptual site plan.

There were no substantive comments received from the departments.

The Planning & Zoning staff recommended the approval of the request for the following reasons:

Summary:

The City Commission has indicated a desire to enhance and improve the visual impact of City public signs and provide for the ability to display emergency alerts especially for “Gateway Signs”. To that end, staff has developed this amendment to address these concerns through a partnership with the private sector to provide new “Gateway Signage” at no cost to the City with the addition of electronic commercial advertising.

Staff recommends the amendment to Section 25-424 (f) Miscellaneous signage (14) Government signs to provide the addition of electronic commercial advertising to City “Gateway Signs” while maintaining the primary public purpose of the signs.

Action Requested:

Vote to approve the referenced amendment to the Code of Ordinances Chapter 25 Land Development Code as proposed by staff and forward to the City Commission for consideration.

Proposed Sign Code Changes to Permit Commercial Advertising

Chapter 25 – ZONING

ARTICLE VI. - SIGN REGULATIONS

Sec. 25-424. - Permitted signs

(f) Miscellaneous signage.

Current code language

- (14) Government entity signs shall be permitted in any district for a public purpose upon approval of the city commission and are exempt from the requirements for signs. Government traffic signs in the right-of-way are exempt from the requirement of city commission approval.

Proposed amendment to code

- (14) Government entity signs shall be permitted in any district for a public purpose and may include intermittent electronic commercial advertising as long as the primary purpose of the sign is for a public purpose with the ability to display emergency alerts. All City of Leesburg government signs shall require upon approval of the City Commission and are exempt from the requirements for signs. Government traffic signs in the right-of-way are exempt from the requirement of City Commission approval.

Red indicates new language

Strikethrough indicates deleted language

Commission Bowersox asked if the sign would be used for PR for the City. Mr. Wiley stated that it would be, but also for Bikefest, Traffic, Amber Alerts, and Weather.

Commissioner Lukich asked if there is no cost to the City, then who will be paying for it. Mr. Wiley answered the private sector sign company will pay because the advertising will pay for them to build the sign. Commission Coleman asked if they would be selling the advertising. Mr. Wiley answered yes, he believed that was the way it worked. Mr. Wiley stated that the Public Works Director made a presentation to City Commission and there will be an agreement with the sign company to sell the advertising, which would have

restrictions. Commission Townsend asked if that would be available to the entire public sector and business sector. Mr. Wiley answered that it would. Attorney Morrison said that if an agreement can't be ironed out, then it's not going to happen.

This was the end of the discussion and the voting then took place.

**Commissioner Ted Bowersox made a motion to APPROVE case # AMDT-14-142 – SIGN CODE CHANGES TO PERMIT COMMERCIAL ADVERTISING – LDC AMENDMENT. Commissioner Donald Lukich SECONDED the motion which, PASSED by a unanimous voice vote of 7 to 0.**

## **DISCUSSION ITEM**

Bill Wiley announced that the date for his retirement will be September 25<sup>th</sup>. He said that it has been a pleasure to work with the Planning Commission all these years.

## **ANNOUNCEMENTS**

The next scheduled meeting date is September 18, 2014.

The meeting adjourned at 5:20 p.m.

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James Argento, Chairperson

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Clell Coleman, Vice Chairperson

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Dianne Pacewicz, Administrative Assistant II